

October 30, 2012

Application for City Council--- Marlene H. Pearce

Dear Mayor Price and City Council Members,

Attached is my application for consideration for the open position on City Council.

I believe I have the qualifications, desire, and commitment to be a strong candidate for the position.

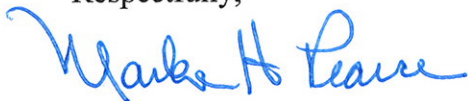
I have attached the application, essay questions, and letters of recommendation.

I did want to make one point on the letters of recommendation. The letters I have included are both dated within the last 30 days. I have chosen to submit these for the following reasons. The letters were obtained as I requested character references to provide for Broker's with my newly obtained Real Estate License. The reason I chose to submit these character references also for consideration for City Council is because of their content. What gave me the greatest amount of pride is in the fact that both letters credited my dedication, commitment and integrity within my community as reasons for having outstanding character. With that, I could not have asked for better recommendations in my pursuit of a seat to serve my city and community. Both of these letters are submitted with permission for this endeavor as well as their original intent.

I have a profession (sales) that affords me flexibility in my schedule so I am confident I can be available for meetings, activities and events that would warrant representation from council.

I hope to hear from you to pursue next steps in your evaluation of my abilities to serve in this position.

Respectfully,



Marlene H. Pearce

MARICOPA CITY COUNCIL APPLICATION FORM

Thank you for your interest in being an applicant for the City of Maricopa's open City Council position. Please fill out the following form and return it to the City Clerk by one of the following means:

<u>Email - Fax - Questions</u>	<u>By Mail</u>	<u>In Person</u>
Email: vanessa.bueras@maricopa-az.gov Fax: 520-568-9120 Questions?: 520-316-6971	City Clerk City of Maricopa P.O. Box 610 Maricopa, AZ 85139	City Clerk City of Maricopa 45145 W. Madison Ave Maricopa, AZ 85139

Contact Information			
Name:	Marlene H. Pearce		
Address:	43865 W. Griffiths Dr.		
City, State, Zip:	Maricopa, AZ 85138		
Email:	mchpearce@hotmail.com		
Home Phone: (500) 568-6262	Work Phone: (480) 251-9844	Cell Phone: (480) 720-7566	
General Information			
Are you a full time Maricopa Resident?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	Have you lived within the City's incorporated limits for a minimum of one year? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Are You A Registered Voter?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	Have you graduated from the City's or any City's Leadership Academy? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> City: <u>maricopa</u>
What's the highest level of education you have attained?	<div style="display: flex; justify-content: space-between;"> <div> <input type="checkbox"/> High School Diploma <input checked="" type="checkbox"/> Associates Degree <input type="checkbox"/> Bachelor's Degree </div> <div> <input type="checkbox"/> Masters Degree <input type="checkbox"/> Doctoral or Equivalent <input checked="" type="checkbox"/> Other, please explain: <u>Babson College Executive Program</u> </div> </div>		
Have you ever served on any Boards, Committees, Commissions, Task Forces, etc. (City of Maricopa or otherwise) in the past?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, please list: <u>Please see attached document.</u>		

<p>Have you ever been involved in helping develop public policy at <u>any</u> governmental level? (This might include such activities as writing issue papers, conducting public policy research, advising policymakers, advocating for a particular change, or performing other public policy development work)</p>	<p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If yes, please list a short description:</p>
<p>Please list any leadership roles you have had at your place of employment, through volunteer work, business or professional organizations, civic, church or other activities. List only the roles and affiliations most important to you in the PAST FIVE YEARS.</p>	<p>Please see attached document</p>
<p>Have you ever run for office before?</p>	<p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p> <p>If selected for this position, do you plan to run as an official candidate in 2014?</p> <p>Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p>
<p>Are you able to <u>fully commit</u> to the time requirement (1st & 3rd Tues eve. of each month City Council meetings, extensive pre and postreading/meeting preparation time, Strategic and Budgetary retreats, specially called meetings, numerous committee assignments, public speaking requirements, social & constituent requests for meetings, correspondence, public appearances, etc.) to be a city council member?</p>	<p>Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p>
<p>Can and <u>will you</u> work well with others, even if they do not agree with you?</p>	<p>Please see attached Document.</p>

Mark A. Prince

Signature of Applicant:

10/29/12

Date:



45145 W. Madison Ave.
P.O. Box 610
Maricopa, AZ 85139
Ph: 520.568.9098
Fx: 520.568.9120
www.maricopa-az.gov

1. In 300 words or less, please tell us why you are the BEST candidate to fill the vacancy on the Maricopa City Council.
2. In 300 words or less, please tell us what attributes, qualities, special skills, talents, awards, knowledge, you would offer to further enhance and diversify this city council.
3. In 300 words or less, please discuss the 3 most important issues you see facing the City of Maricopa today.
4. In 300 words or less, please discuss what it means to you to be good policy maker and serve for the common good.

1. Current Resume
2. 2 Letters of Recommendation or Endorsement
 - Letters of Recommendation or Endorsement should include:
 - How long the endorsers has known the applicant
 - Why the applicant meets the ideal candidate profile
 - Any other pertinent information the Council might need to consider the applicant

Maricopa City Council Application Form:

Applicant: Marlene H. Pearce

Page 1- Have you even served on any Boards, Committees, Commissions, Task Forces etc.

Although I have not served on any of the above committees in a city environment, I do have experience on several task forces in my professional career. I was part of an employee efficiency task force, which analyzed and evaluated our sales force and the best utilization of time, geography etc. which would enable them to maximize their time in the field. I have also been part of a task force most recently, to help develop our field prospecting tools, to identify potential business opportunities, and to help design the process for analysis, and qualifying of prospective businesses that would best benefit from our B2B large contract program. In addition, I have served on employee satisfaction panels, and been an advocate for process improvements and enhanced communication opportunities between various departments and Executive Management.

Page 2- Please list any leadership roles you have had at your place of employment, through volunteer work, business or professional organizations, civic church or other activities:

I am very proud to say that the majority of my leadership roles have been in activities that directly benefitted the City of Maricopa.

I was responsible for bringing the very first Chances for Children Running Program to MUSD which benefitted Santa Rosa Elementary School. This program was provided at no cost to MUSD, and included a 6 month running program at the school. The program culminated with each participating child who met their running goals being custom fit and given a pair of Nike Running shoes. It also included their registration and enrollment in the P.F. Changs Kids Rock Run which takes place each January the day before the Marathon.

I served as Co-Chair for the American Cancer Society's first Relay for Life Event in the City of Maricopa. In that first year relay, we exceeded all goals, and became one of the largest fund raising event in the city's history. Additionally, in Team Maricopa's first Chances for Children fund raising event, I was not only top fund raiser for Team Maricopa, but was top fund raiser for the entire Chances for Children event in Arizona.

I have assisted my son Austen for the past four years each week between March and July in the planting, harvesting and delivering of fresh produce from the Community Garden he helped initiate, which benefits the families through F.O.R. Maricopa Food Bank.

I have also started and chaired a Team for my company for the Making Strides Against Breast cancer event which occurs in October. I have had a team participate in this event for 3 years.

Page 2 Continued

Page 2- Can you and will you work well with others, even if they do not agree with you?

Yes. I truly believe that the greatest contribution we can make to any endeavor involves a variety of opinions. If all opinions were the same, it would not only be stagnant, but appropriate objectives and growth would never really be accomplished. Without conflict, there can be no real progress. The important thing is to be open minded and respect the opinions of your colleagues even if they differ from your own. With that said, you must also be willing to take a stand for what you believe in. The importance is in how you present your beliefs and perhaps you find your opinions meld with others in ways you had not originally considered. At the end of the day, the purpose of the City Council is for the benefit of the people in our city, and that is the foundation in which all members are in agreement.

Page 3 ESSAY QUESTIONS:

1.

I think I am the BEST candidate for this position because I truly believe in my city and the goals it desires to accomplish. I have been a citizen of Maricopa for 7 years. I attended the second ever City of Maricopa Leadership Academy, and have been a devoted member of the community. I support the City in every event, endeavor and business that I am able. I have never referred to myself as a resident of the city. What I have done is always consider myself a Member of My Community, and I take that very seriously. I believe in giving back and have raised my son in the same vein. I believe your city is what you make it, and rather than projecting negativity, I believe in representing the positive. It has always been exciting to me to be part of a community that I have watched grow from 4,000 residents to the over 45,000 we have now. One does not often have a real opportunity to positively contribute to a growing city, and it's my desire to do so.

In me you would have a committed individual, a good citizen, and hopefully a positive example to others. I would represent the city well, and conduct myself in a manner our citizens would approve.

2.

I believe I have many attributes that would further enhance the diversity of this city council. Although I do not have first hand "City" or HOA related experience. What I do have, is excellent business acumen. I have held Senior Management positions with budgetary and bottom line responsibilities. I have experience in contracts, negotiations as well as in formal RFP's. I am a good listener, as well as being an effective communicator. I have been the recipient of awards for exceeding goals and objectives, as well for my customer service skills. Where I think I most enhance this city council is in the fact that I possess different attributes from my capable colleagues. We are fortunate to have members with backgrounds in City Knowledge, Home Owners Associations, and Business Owners. I think my skills add and round out this wealth of knowledge and experience.

ESSAY QUESTIONS CONTINUED- MARLENE H. PEARCE

3.

What I think are important issues facing the City of Maricopa.

Creating sustainable growth. As we move from a population of 45,000 toward 100,000, the need for additional job creation is critical. This will also improve the level of service if we reduce the traffic commuting daily on the highway 347. Statistics have shown that we have a higher than average educational background within Maricopa's residents. Attracting businesses that can afford our educated population jobs that will keep them in Maricopa, is a key component to our continued successful development.

The overpass at the railroad and its continued progress forward. Also, with the development of the upcoming Multi-Generational center. To work to position this not only as an important amenity to the city, but also to encourage interest and become a destination location for events etc. Much as in the way our exceptional Salsa Festival and Founder's Day events attract many out of city guests. Perhaps events, or tournaments would also serve to showcase Maricopa as an innovator in our state.

Maricopa enjoys a good reputation as a safe community. Especially as compared to other cities in our state. We need to continue to foster that reputation, and make sure our services ensure that continued safety and quality of life. This too will attract more residents and help to build our population and our reputation.

Essentially, Maricopa has done a great job laying the foundation to position itself and take pride in what a great city it is. I want to be part of the next steps to continue to move us forward.

4.

A good policy maker has an obligation to ensure these policies created will always serve toward the common good of the city and it's community. It involves taking careful consideration to each issue and challenge, and moving forward with a decision that is believed in good faith is in the best interest of the city you serve. This means sometimes making the very difficult decisions that may not make you a popular entity with everyone you serve. You must always take into account that the choices made are affecting thousands of people and in many cases the perception of our city to others on the outside.

A decision with integrity is of the utmost importance. There may be times when the council does error, but if the choices were made with honest intentions and the good of the community in the forefront, then you can take pride in knowing you have acted as a good steward of the people in your city.

Marlene H. Pearce

43865 W Griffis Drive
Maricopa, Arizona 85138

Phone: (480) 720-7566
Email: mchpearce@hotmail.com

SUMMARY

Sales Management professional with extensive experience in both B2B and retail operations. Brings proven track record for sales growth, also identifying and pursuing new business opportunities. Bring creative, analytical approach to projects and problem solving. Highly dedicated and energetic with ability to lead by example. Excellent Communication skills.

KEY QUALIFICATIONS

- Sales Development
- Project Management
- Business Retention
- Results Orientated
- Customer Relations
- Problem Solving
- Communication
- Time Management
- Decision Making

PROFESSIONAL EXPERIENCE

OfficeMax Inc, Phoenix, AZ

2002 - present

Account Executive

Responsible for achievement of sales by managing large contract and National Accounts, inclusive of increasing share of wallet, successful implementation of new accounts, and building "synergy" sales with ImPress (print division) for territory in excess of \$5 million.

- Excellent business retention record, consistently striving to build customer loyalty and long term business partnerships. Exemplary service to all accounts.
- Consistently exceeds sales quotas. Sales Recognition #1 Phoenix Market sales % over quota 2007, 2011 and #1 Synergy sales, 2007. Sales recognition awards, 2004, 2005, 2006, 2007, 2009, 2010, 2011.
- Contract negotiations. Constructs and responds to Request for Proposal (RFP) bids for customers new and existing. Presentations to Executive Management.
- Conduct business reviews with customers to analyze budgets, offer strategic savings analysis, and create viable solutions for their purchasing needs.

Petsmart Inc, Phoenix, AZ

1998 - 2002

Inventory Manager

Responsible for the planning and distribution of inventory for 1,000+ store Retail Pet Specialty chain. Planning, forecasting and all ordering for pet toys, and other pet hardgood items, maintaining appropriate stock position, while optimizing inventory turnover.

- Successfully analyzed and projected purchasing inventory to support all advertising and promotional activity.
- Achieved sales projections in all areas by maintaining successful in-stock position of key items. Sales achievement +20% over plan.
- Successful planning and introduction of new product launches. Service level recognition, from retail outlets for sales achievements.
- Worked closely with Merchandising Team to define key products and sales growth opportunities resulting in consistent sales achievements exceeding projections

Regional Marketing Director

Managed region with annual sales volume of \$50 million, five Account Executives, ten retail chains, 83 stores within 5 state Southwest Division. Responsible for training and development of sales team. Negotiations, implementation and execution of all advertising and promotional programs, as well as solidifying strong partnerships with retail chains and their executive management. Total budgetary and bottom line responsibility.

- Consistently achieved all net shipment and retail sales objectives.
- First single store million dollar milestones in Arizona, New Mexico, and El Paso.
- Increased Region from flat growth to plus 12%.
- Successfully planned and executed new product introductions which resulted in exceeding sales projections set by North American Headquarters.

Bijan Fragrances Inc, Beverly Hills, CA**1991-1994****Director Sales Administration****1993-1994**

National responsibility for all aspects of sales planning, reporting directly to President of Company. Additional responsibilities included direct reports of Sales Promotion and Order Processing departments.

- Successfully forecasted unit production, analysis of distribution and net shipment forecasts which resulted in optimum timeliness of product shipments and inventory turnover. Net sales increased by 9% over plan, with excellent in stock position of all key items.
- Created and established current reporting systems.
- Developed Promotional program for field staff, and initiated roll out plan for national retail partners.

Field Sales Manager, Western Region**1991 - 1993**

Managed sales team six Account Executives and eleven state area. Development and training of sales team, and expanding product distribution and net sales. Strategic planning for sales, product introductions and promotions. Budgetary and bottom-line responsibility.

- Achieved Top Sales Ranking with all major retail partners.
- Successfully expanded distribution with largest retail chains in Southern California, Washington, Utah, Arizona and Nevada.
- Regional sales awards achieved by two direct reports.

Christian Dior Cosmetics, Los Angeles, CA**1988 - 1991****Regional Manager**

Managed Southwest region including national responsibility for Nordstrom account. Management of four Account Executives, training and development.

- Developed first corporate programs for Nordstrom with Christian Dior
- Increased sales growth from 2% to 24% over 2 year period

Account Executive

Responsible for territory of 36 department and specialty stores in Southern and Northern California. Implementation and execution of promotional programs, developing strong working relationships with retail management. Achieved increase in rank from #10 to #4 Cosmetic line in Nordstrom chain.

EDUCATION

Licensed Real Estate Agent

University of Phoenix – Tempe, AZ

Cal State University – Northridge, CA *Associate of Arts Marketing*

CORPORATE SPONSORED TRAINING

Babson College School of Executive Education- Executive Retail Program 2000

Vassar Executive Development Program, Estee Lauder Companies – 1994 and 1996



Desert Wind Middle School

35565 W. Honeycutt Drive
Maricopa, Arizona 85138
P. 520.568.7110 / F. 520.568.7119

Mr. Joe Veres
Principal

October 2012

Mr. Channing Bogle
Dean of Students

Ms. Gia Renfroe
Counselor

Mr. Bill Gorback
Counselor

Mrs. Danyel Erick
Attendance

Mrs. Wand Lubag
Registrar

Mrs. Diane Vigil
Administrative Assistant

Department of Real Estate:

It is a genuine pleasure for me to write a letter of character on behalf of Marlene Hare-Pearce. Ms. Hare-Pearce has proved to be an advocate and leader within our community for children and adults. I met Ms. Hare-Pearce in August of 2008 when her son attended our school. Even after his tenure, she remains an important corner-stone of our success.

Ms. Hare-Pearce's character and integrity is epitomized in the raising of her son. Under her guidance, discipline, compassion, and love, she has bestowed all the characteristics needed for him to find unparalleled success. As a parent, one of the most difficult challenges is to raise a man. Ms. Hare-Pearce exemplifies those attributes and is evidenced through him.

As a school leader, we are blessed to find community members that are unconditionally dedicated to our schools. Her supportive actions have been called upon numerous times and in each moment she is quick to respond and accommodate. Beyond being a community partner, Ms. Hare-Pearce has many personal attributes such as being articulate and tenacious that supports her professionalism. For all the reasons listed above, Ms. Hare-Pearce undoubtedly fulfills all character requirements in her pursuit of realty. I am honored to give Ms. Marlene Hare-Pearce my highest recommendation. If I can be of further assistance, please do not hesitate to contact me.

Respectfully,

Mr. Joseph Veres, *Principal*

October 16, 2012

To Whom It May Concern:

I have known Marlene Pearce for over five years. During this time, I have had the pleasure of working with her on certain non-profit events to support and improve the quality of our community.

In addition to being active in her local church, Marlene served as a Co-Chair for the American Cancer Society's "Relay for Life" event in the City of Maricopa. During her time as Co-Chair, "Relay for Life" exceeded all goals and became the largest fund-raising event in the City's history.

I have had first-hand experience observing her professionalism, dedication, and the sincere approach Marlene takes to every action and opportunity. Based on my interactions, I can attest to the high quality of her character and recommend Marlene Pearce for any professional goal she pursues.

If you would like to discuss any additional details of my interaction with Marlene, please feel free to contact me at 408 239-9391 or by email at

smitha71@gmail.com

A handwritten signature in black ink, appearing to read "Anthony Smith". The signature is fluid and cursive, with the first name "Anthony" written in a larger, more prominent script than the last name "Smith".

Anthony Smith

Former Mayor, City of Maricopa